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PARRELLA'S

1944 DAHLIA CATALOGUE



MARGARET DUROSS

Photo courtesy of New York Journal - American

Description on Page 3

ALBERT PARRELLA DAHLIA GARDENS

3380 ELY AVENUE • Cor. 222nd St. • NEW YORK 66, N. Y.

Telephone OLinville 5-8384

I Grow the Best — Discard the Rest

Greetings . . . To My Friends:

It is with pleasure that I present you with this, my Dahlia Catalogue for 1944. Your generous and kind support is thoroughly appreciated and inspires me to continued effort to make available to you only the best.

This catalog would not be complete if I were not to take advantage of the opportunity to thank you for your many letters telling of various successes obtained from stock purchased from me. I am grateful to those who have been able to visit my gardens as well as those who have inspected my exhibits at the American Dahlia Society Shows, and many other shows we attend, because I feel my dahlias speak best for themselves.

To those who are familiar with my stock, no introduction is necessary and you have my pledge that the same quality will not only continue but improve if such is possible. To those who have not tried my service this is an invitation, an invitation that may prove a real opportunity for you to realize something you may not have been able to obtain elsewhere and no order is too small nor is any contract too large, I am pleased to serve you.

ALBERT PARRELLA.

IMPORTANT NOTICE — DO NOT OVERLOOK

Due to the limited space we are compelled to be brief with our descriptions. However, we want our patrons to know that the varieties listed in this Catalog are either Honor Roll Certificate Winners or has proven with us to be truly outstanding. Not only that, but the varieties offered are reliable in every respect, good growers, fine producers, insect resisting foliage and most of them are of large size blooms, and true prize winners. If you are interested in large size dahlias, you surely are not going wrong by ordering from us. This may be of interest to you to know that we do not force our dahlias for size, but we are gratified to know that our customers secure the lion's share of prizes at the Show.

VISITORS ARE WELCOME

You are cordially invited to bring along as many friends as you possibly can to my gardens at any time after August 15th and see this magnificent sight. You are under no obligation to buy, but welcomed and I will be as happy to see you as you will be to see this magnificent collection of gorgeous massive flowers in all of the colors, shades, and tints of the rainbow.

I will have over 300 varieties, most of them Honor Roll dahlias, as well as many promising seedlings, and many new ones sent by other growers for trial and that have not been released for sales as yet, as well as many novelties.

We want to thank those who have sent to us Seedlings for trial this past season. Assure you we have given them the best of attention. We would appreciate receiving more of them for the coming season providing they are good. We will do all we can to put them over.

A WORD ABOUT OUR DAHLIA PLANTS

We only offer plants of the most expensive varieties. You can secure plants at a much reasonable price. Our plants are made from base cuttings, and aren't over-propagated. We send out fine sturdy plants, well packed and GUARANTEED to reach you in perfect condition. If you take proper care of them you will not be disappointed. Our customers who have purchased plants from us in the past years have been very well satisfied. Not only have our plants produced wonderful blooms for them, but also have secured good clumps. Plants will be shipped from May 1st on. If an early shipment is required, kindly advise.

DIRECTIONS OF REACHING PARRELLA DAHLIA GARDENS

Customers can easily reach our place by taking the East Side Subway (Lexington Avenue); the train that is marked "241st Street & White Plains Road." Get off at East 180th Street and change for the SHUTTLE which passes our gardens. Get off at BAYCHESTER AVENUE. The distance between 180th Street and Baychester is only five stations. Our Gardens are only two blocks from Baychester Avenue. Inquire at Station, anyone will direct you to our Gardens. The fare is only Five Cents.

BY AUTO: Follow the Boston Post Road to either ELY AVENUE or GRACE AVENUE. Grace Avenue is more convenient for your parking space, turn EAST here five hundred feet and you are at the center of our Gardens.

	Member of	
JOIN		DAHLIA
THE AMERICAN		SOCIETY

For ENTRY BLANKS write to: Gordon Waaser, 269 South Grand Avenue, Baldwin, Long Island, New York, or to us. Thank you.

JOHN ADAM KERNOCHAN, MARGARET DUROSS and LADY GARTMOR—

These three introductions were part of our seedling display which received a gold medal at the New York Florists' Club, Oct. 11, 1943.

THE PARRELLA DAHLIA GARDENS

presents the following introductions for the season of 1944. (See Honor Roll)

MARGARET DUROSS I. D. (Denton)

The color of this lovely dahlia is amaranth pink with amaranth purple shadings. The petals are lacinated, giving it a pin cushion effect. Blooms average about 8 inches, or better, are of good substance and best of stems. Winner of a bronze medal at the A.D.S. show in 1942. Height of plant 4½ feet.

MARGARET DUROSS—Was named in honor of an official of the N. Y. Journal-American. This is a grand dahlia in every respect, and it was immensely admired by the visitors at our garden this past season.

Root \$10.00 Plant \$5.00

WHITE CHRISTMAS F. D. to I. D. (Scheffel)—A 10" white dahlia, that will win on the show tables, not only for its fine form, but because of its great depth as well. Plants are vigorous rugged growers with heavy insect-resistant foliage. Blooms have excellent substance and fine stems, keeping well when cut. **WHITE CHRISTMAS** scored 85.3 at the University of Maryland Trial Garden. **Plants only \$5.00**



JOHN ADAM KERNOCHAN F. D.

(Fioretti) — A medium size bi-color which was the center of attraction on our display, at the A.D.S. show; and a first prize winner and Bronze Medal. Color, garnet red, white tips. Blooms average 8" x 5". Are held facing on long graceful stems with very good substance. Height of plant, 5 feet.

Root \$10.00 Plant \$5.00

JOHN ADAM KERNOCHAN

WORLD EVENT F. D. to I. D. (Dixie Gardens)—Color, amaranth pink flushed mallow purple, general effect being soft, glowing pink. Size 9" x 6", without much disbudding. It has a high center and is complete back to stem; flowers are held on the side on a long strong stem. Certificate winner at Storrs and East Lansing in 1943, and on three honor rolls.

Plants only \$5.00

TUXEDO I. D. (Beaver Gardens)—Bloom 10" x 5". Bush 4½ feet. Color, Cardinal Red tipped and edged gold with a light silver reverse; insect-resistant foliage. **Plants only \$5.00**



LADY GARTMOR

LADY GARTMOR F. D. to I. D. (Kelly)—Carmine with ox-blood shadings on petals and on center. Blooms average 9" x 5" or better. Held facing on fine long stems. This variety not only has good substance but also plenty of resistance against weather elements. In fact, after a severe rain storm Lady Gartmor was the only dahlia in our collection that wasn't affected. A great dahlia which will make a host of friends. It will compete with Anna Benedict. Height of plant, 6 feet.

Root \$10.00

Plant \$5.00

THE DRAGON (Corbett-Dahliadel)—A large informal decorative, easily grows 11" x 5", in that lovely fall apricot shade. The petals actually are apricot in the center edged lengthwise on both sides with rose pink. A rugged plant with insect resisting foliage and a splendid grower. This dahlia scored 85. **Plants only \$5.00**



IN THE SMALL VARIETIES WE ARE OFFERING THE FOLLOWING

CHICO (Chappaqua)—A new miniature informal decorative of bright clear scarlet. Size, 3" x 2". Blooms profusely on long stems. Good keeper when cut. Won first prize in the seedling class at N. Y. Show and a Silver Medal Certificate. It's beautiful as well as useful and should win in many shows. An Honor Roll Dahlia. **Roots \$3.00**

LUSTRE (Chappaqua)—Miniature semi-cactus of bright picric yellow. Won two firsts and a bronze medal certificate at N. Y. Show. Flowers freely on long stems. A good cut-flower as well as an exhibition variety. Makes a bright spot in any garden. On Lynn Dudley's Honor Roll. **Roots \$3.00**

GENERAL LIST OF STANDARD VARIETIES

Large Flowering Type

The varieties listed herein are positively the best stock that can be procured anywhere, at any price, as these tubers are not forced, or from over propagated stock, and are GUARANTEED to be true to name, healthy, and full of life, vim, and vitality.

KEY TO ABBREVIATIONS: F. D.—Formal Decorative; S. C.—Semi-Cactus; I. D.—Informal Decorative; St. C.—Straight Cactus.

ADA HOFFMAN I. D. (Parrella, Blamer-Hulin)—A beautiful golden color dahlia. This dahlia was selected by Miss Ada Hoffman, daughter of Governor Hoffman of New Jersey, and named in her honor. The selection was made among many dahlia seedlings at the show. The Ada Hoffman dahlia is unquestionably very outstanding. Blooms average 10 inches or more and are of perfect formation. Height of plant, 4 to 5 feet. **Root \$1.50**

ADELE HENDERSON F. D. (Rindfleisch-Parrella)—Color, citron yellow with strombation yellow at center with a light flush deep old rose. Very pleasing combination of colors, and form with petals rounding back to make large ball. 7½ to 9 inches in diameter, from 5 to 6 inches in depth. Blooms from July until frost. Very prolific bloomer, a very long keeper after cutting. One of the best commercial type dahlias as well as exhibition since Jane Cowl. Height, 4½ to 5 feet. Received a certificate at Storrs, 1941. Also an Honor Roll Dahlia. **Roots \$3.50 Plants \$1.50**

A. G. GOODACRE F. D. (Goodacre-Dixie)—Lemon yellow, tipped white. Blooms average from 9 to 10 inches, on long straight stems. Early and profuse bloomer, with insect resisting foliage. Height, 4 feet. **Root \$1.00**

ALFRED LUNT F. D. (Parrella)—Exhibition as well as commercial. Height of plant 6 feet. Size of bloom, 8 inches by 6 inches, or better. Color, currant red to scarlet. The petals of this remarkable dahlia when fully opened fall almost to the stem and the formation is almost like a ball dahlia. The flower is of very good substance and stands out with its brilliant color. Cane-like stem holding the flower facing and on top. **Root \$2.00**

ALL AMERICAN S. C. (Salem)—Mulberry rose, suffused salmon with wax yellow at base of petals. The blooms are of immense size and are held on best of stems. This is a true prize winner. Height, 6 feet. **Roots \$2.50 Plant \$1.00**

ALYCE MARIE GALVIN F. D.—A beautiful white with faint tones of cameo pink on outer petals. 11 inch flower. Height, 5 feet. **Roots 50c**

AMERICAN PURITY (J. Nuneviller)—Glistening white. True semi-cactus type with absolutely straight stems which are in proportion to the size of the huge blossoms and clean foliage. Height, 5 feet. **Root 75c**

AMY PAGE I. D. (Chappaqua)—A new dahlia of deep chrome yellow with a faint suffusion of scarlet. The blooms naturally grow to a large size on a clean, open, vigorous bush. An Honor Roll Dahlia. **Root \$2.00**

ANNA ALDRICH I. D. (Pettit-Parrella)—This marvelous dahlia has been a constant Prize Winner for the past two years. First for Best Undecinated Seedling at Boston, Bronze Medal by the American Home Magazine, also vote of Commendation from the Massachusetts Horticultural Society. Color, strawberry pink and peach red with scarlet flush. Blooms up to 10 inches and better. This particular variety is a rugged grower with marvelous branching habits. The blooms are held facing on cane-like stems, foliage insect resisting. Height of plant, 5½ feet. **Root \$5.00 Plant \$2.00**

The Dahlia is the Queen of Autumn.

SPECIAL NOTICE

1. NOTHING but tried and selected tubers is sent out.
2. I PRACTICE treating my customers as I would want others to treat me.
3. I SELL my stock at prices that are within reason.
4. I AM NOT trying to grow every dahlia grown, but I am trying to present to the general public most of the varieties that are easily grown and give you full satisfaction.

OUR GUARANTEE

Finally, I fully guarantee my stock to be true to name and free from any slightest sign of disease. We will gladly replace any unsatisfactory stock if we are notified.

SHIPPING: We ship our dahlia roots from April 20th on. If an early shipment is desired, please specify the date with your order.

All orders are shipped prepaid by Parcel Post or Express with the exception of any order amounting to less than one dollar (\$1.00). Kindly add ten cents for postage.

If there is any variety that you're interested in and don't find listed, write to us, we may be able to accommodate you, as we have many more varieties but only in small quantities, and that is why we have not listed them.

ANNA BENEDICT I. D. (Benedict-Dahliadel)—Color, rich deep garnet, with black shadings at the center of the bloom. Height, 5½ feet. **Root 50c**

AUTUMN SUNSET I. D. (e-mh)-C—Lemon yellow lightly tinted spinel red. An exceptionally strong grower and highly resistant to insects. Very large blooms, good stems. **Root 50c**

AZURA I. D. (e-mh)-C—A giant dahlia. Color, rosy lilac with a bluish violet sheen. A clean vigorous grower but a late bloomer. **Root \$1.00**

BAKER'S BEST I. D. (Baker-Hillside Farm)—Very large, clear yellow. We had the pleasure of seeing it at Storrs Trial Ground. To my estimation this is a dahlia of real merit and worthy of having a place in any discriminating garden. Good grower, best of stems. **Root \$5.00 Plants \$2.00**

BALLEGO'S SURPRISE S. C. (Ballego)—One of the most beautiful whites. A Seedling of Frau O'Bracht which already has made a fine record. Height, 4 feet. **Roots \$1.25**

BILL ARBURY S. C. (FitzGerald-Parrella)—A lovely clear white with cream shading at the base of the petals. This variety has a leaning in some blooms to informal decorative such as we find in Frau O'Bracht, 10 inches or better with great depth. **Roots \$2.00**

BALTIMORE BELLE S. C.—The royal robe of Caesar could not compare with the beauty and lustre of the purple-red glow of this new and magnificent dahlia. **Roots \$2.00 Plants \$1.00**

BLACK KNIGHT I. D. (Kemp)—The name of this dahlia ought to be sufficient to give you an idea of the color. Dark velvety maroon, almost black. The flowers are up to 12 inches in diameter. Plant has a wondrous branching habit. Height, 6 feet. **Roots \$1.25**

BLUE RIVER (Salem) F. D.—The name is very appropriate for this dahlia. Color, deep lilac or bluish mauve. The nearest to blue dahlia we have seen. Good size bloom on fine stem. Height, 4 feet. **Roots 50c**

BUCKEYE KING F. D. (Peck)—A very large, clear glowing, amber yellow. Vigorous growing bush. Height, 6 feet. **Roots 35c**

CALIFORNIA IDOL I. D. (Ballay)—Clear, bright, self-colored yellow. In size it ranks with the very largest, growing to 14 inches and yet is an extremely refined flower in every sense. Height, 4½ feet. **Roots 50c**

CARL DAHL I. D. (Scott)—A graceful giant flower. Can easily be grown to 12 inches or more. Color, apricot buff, reverse old rose, with a concentration of old rose at center. A free bloomer, with fine stem. **Root 75c**

ORDER BLANK

PARRELLA DAHLIA GARDENS

3380 ELY AVENUE

BRONX 66, N. Y.

Telephone OLinville 5-8384

Mr.

Mrs.

Name Miss.

Address

City _____ State _____

When Wanted.....

Ship Via Amt. Enclosed.....

[illegible]

Please make Check or Money Order payable to Albert Parrella

MEMORANDUM

PARRELLA DAHLIA GARDENS

180 ELY AVENUE

BRONX 66, N. Y.

Telephone BRONX 66-3444

Dear Sir:

I am pleased to inform you that your order for 100 Dahlias has been received and is being processed. The flowers will be shipped to you as soon as they are available.

Very truly yours,

Parrella Dahlia Gardens

COL. A. G. RUDD I. D. (Geneva Gardens)—This is the Red Informal! So distinctive that Lynn B. Dudley and J. W. Johnston selected it to be named in honor of Lt. Col. A. G. Rudd, who represented the army at the Victory Show. Magnificent color, carmine mahogany red with darker center. Ramrod stems that hold the blooms at just right angle. A point scoring dahlia in the garden or on the exhibition table. Size, 12" by 7½" deep. Bushes are of medium height, branching low, producing long canes. **Root \$7.50 Plants \$3.50**

COLIN KELLY, JR. I. D.—While bush is of medium height, the blooms attain immense size. The most beautiful clear phlox pink Dahlia we have ever grown. **Plant \$3.50**

COQUETTE I. D.—Bright Red and Gold. **Root 50c**

CHARLES L. MASTICK (F)—The color is rich bright orange, deepening to a darker orange at the centre. The reverse is grenadine pink. Strong, vigorous plants hold the immense blooms well above the foliage. **Root \$1.00**

CHEROKEE BRAVE I. D. (Ricks-Dahliadel)—Color, ox-blood red that holds its color in the hottest sun. Blooms average 11 inches or better. Height of plant, 5½ feet. **Root \$1.00**

CLARA CARDER I. D. (New Zealand)—Certainly one of the best, and a great exhibition variety, of clear cyclamen pink; largest flowers on great stems. **Roots 35c**

CORNELL I. D.—Red tipped white. This dahlia has size as well as beauty. **Root \$1.00**

CROWNING GLORY I. C. (S. D. G.)—This dahlia upon opening appears somewhat on the semi-cactus type, but as it develops the edges of the petals fall back and roll forming quills which gradually incurve. It is rose pink with a cream center and the most beautiful and artistic dahlia. Blooms are 12 inches and over with good depth, on long straight stems. Height, 6 feet. **Root \$4.00 Plants \$1.75**



DIRECTOR MARSHALL HOWE

DIRECTOR MARSHALL A. HOWE F. D. (Parrella-Hulin-Blamer)—This is what we call a perfect dahlia. A fine formation, beautiful color, exceptional fine stem and the very best of foliage. Prize winning wherever shown. Also a certificate winner from the Georgia Trial Ground. Color, general effects velvety tyrian—rose; in detail, the color is a cardinal red overlying mulberry. The red fades as the end of the petal is approached, showing the undercolor of mulberry purple. To the whole flower there is a cast of red cerise. The petals fall back almost to stem, giving a ball effect. Height of plant, 4½ feet.

Roots \$1.50

Our customers know the Parrella Treatment. "A Surprise in every package."

DAHLIA CRAFT S. C. (Modern Dahlia Gardens)—**THE UNBEATEN CHAMPION.** A light canary yellow, 10 inches to 12 inches, to 8 inches deep. Long, graceful stems hold flower erect. An ideal keeper. Bush, 5 feet.

Roots \$1.25

DAHLIAMUM I. D. (Chemar)—A very large, deep flower of cadum apricot with a golden sheen. Stems are strong, carrying the flower on top.

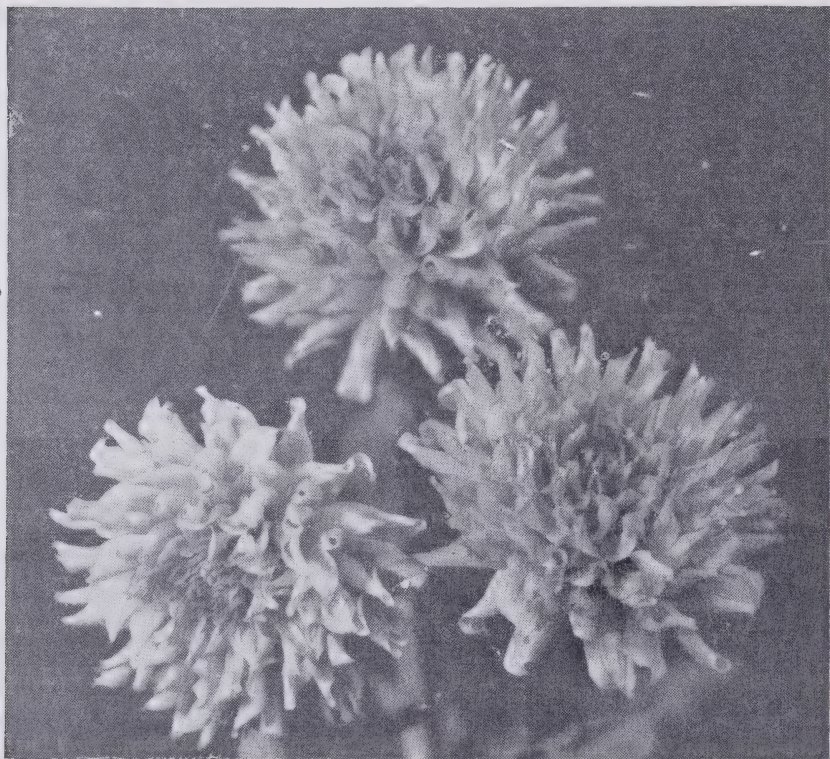
Root \$2.00 Plant \$1.00

DAN'L DEL ROI ALBERT F. D.—Purple tipped white, very outstanding.

Root \$1.00

DIXIE'S WINE DOT I. D.—A clear white flecked and splashed with wine red. Similar to Haslerova, except that it is more informal and larger. Blooms average 10" to 12". Stems are long and stiff on a 5 to 7 foot bush.

Plant \$2.50



DOROTHY SCHMIDT

DOROTHY SCHMIDT (Parrella-Blamer-Hulin)—A double Prize Winner at the A. D. S. Show in New York. This beautiful lilac shading to lavender colored semi-cactus received the coveted Leonard Barron Memorial Trophy, which is offered for the best medium type dahlia variety. Also a Special Silver Medal Certificate. Blooms average 7 inches in diameter and 4 inches in depth. It was described by some of the experts as of almost perfect form. Pure lilac with a bluish tint. Height of plant about 4½ feet. Root \$3.50 Plant \$1.50

DISCOVERY I. D. (Salem)—Huge flowers of deep rosy magenta with a deep reddish garnet center.

Root 75c

DWIGHT W. MORROW I. D.—A gigantic red dahlia. It not only has size but grace. Height, 4½ feet.

Roots 50c

- DR. FRIDELL S. C.** (Tipton-Hulin)—Another breath-taking variety in the flashy color class. Very attractive orange with a deep lavender reverse that shows at all times. The curly petals resemble a lovely Permanent Wave. A large vase of this variety took the show at Tacoma, Washington, in 1939, winning the Sunset Medal. Height, 5 feet. **Root \$3.00 Plant \$1.25**
- DEAN SHURTLEFF I. D.**—A large crimson Dahlia of a fine quality and a prize winner. **Plants only \$1.50**
- EDITH WILLKIE S. C.** (Tooker)—Color, pure white. This beautiful exhibition dahlia won the "American Home Achievement Medal." Blooms are of an immense size, from 12 to 15 inches in diameter. Regardless of its size, blooms are finely formed and are borne on cane-like stems. This particular variety attracted a lot of attention at the New York World's Fair, 1940, as well as at the A. D. S. Show, 1941. We recommend this dahlia very highly. **Roots \$5.60 Plants, 2 for \$3.00 1 for \$2.00**
- EDWARD THOMAS BEDFORD I. D.**—A very striking dahlia of a bright cerise color with a silvery reverse. Height, 4½ feet. **Roots 35c**
- EVENTIDE I. D.** (Hillside Farm)—Here is a most unusual dahlia. A rich violet-purple with outer petals streaked lighter purple, end of each petal is deeply lacerated. Blooms are of large size. Height, 4 feet. **Roots \$1.50**
- ELLA MAY C.**—Rhodamine purple. Height, 4 feet. **Roots 35c**
- FIGARO S. C.**—Color, deep golden yellow, heavily splashed and striped reddish cerise. This is supposed to be a Sport of Satan of French origin. The blooms are of immense size and are held on best of stems. Height, of plant, 4 feet. **Root \$1.50**
- FIREBALL F. D.** (Bissell)—Color, a brilliant scarlet which does not burn or fade. The foliage is heavy and absolutely insect-resisting. Height about 5 feet. **Roots 50c**
- FLASH C.** (Salem)—Color, crimson red, tipped pure white. The petals are serrated, and they curl and twist further enhancing this beautiful dahlia. Height, 5 feet. **Roots \$2.00 Plants \$1.00**
- FOREST FIRE I. D.** (Dahliadel)—Color, lemon yellow for about one-third the length of the petals, then shaded to rich scarlet toward the tips. Height, 4 feet. **Roots 50c**
- FRANCES DEWEY S. C.** (Tooker-Parrella)—A truly gigantic dahlia grown up to 13" x 10" in depth. Received First Tri-Color and Achievement Medal at the Rockville Centre Show. Color, scarlet red, very pleasing to the eye. A Seedling of Margrace. A truly super dahlia and should have a choice spot in any discriminating garden. Fine foliage and good branching habits. Height of plant, 5 to 6 feet. **Root \$10.00 Plant \$5.00 2 Plants for \$7.50**
- FRANZ BERGER St. C.** (Berger)—Color is bright coral red. Height, 4 feet. **Roots 50c**
- FRED SPRINGER F. D.**—Large scarlet red flowers, with short stems that cover the bush and stay on the plant a long time, giving the plant the appearance of a rose bush with gigantic roses. None better for a border or hedge. **Roots 50c**
- FREIDA GEORGE I. D.** (Australia)—One of the most beautiful dahlias we had the pleasure of growing. The color is helio and cream, and one has to see it to fully understand the delicate color. The blooms are large on wonderful stems. One of the very best. Height, 5 feet. **Roots \$1.00**
- FRECKLES I. D.** (Kemp)—Color, lemon yellow, speckled and striped peach red. A real novelty. Height of plant, 4½ feet. **Root 75c**

Green, black and blue dahlias as yet don't exist. Any other color? Sure,
you'll find it in my list.

FROLICHE PFALZ C.—Brilliant purple with large white tips. A very fine Bi-Color, and medium size flower. Height, 4 feet. **Roots \$1.00**

FRAU O'BRACTH S. C.—A clean cut, straight petaled flower of clear primrose yellow. Received A. D. S. Certificate of Merit. Height, 4 feet. **Roots 75c**

F. W. BECKETT I. D. (Thomas-Parrella)—Color, apricot yellow overlaid strawberry pink. Blooms are of immense size up to 12 inches or better, by 7 inch depth. Long and graceful stem holding the flower facing. Free and profuse bloomer. This variety has a good lasting quality after it is cut. Height, 5 feet. **Root \$3.50 Plant \$1.50**

GEORGE WASHINGTON I. D. (Sutcliff-Parrella)—Large rose pink dahlia of fine quality. The huge blooms are erect on cane-like stems. The best of foliage and a fine plant. Height of plant, 5 feet. **Root \$1.25**

GINGER ROGERS I. D.—Deep sulphur yellow. **Root \$3.00 Plant \$1.50**

GLAMOUR I. D. (Salem)—This is a real huge dahlia with size and depth, and has many winners to its credit. Color is a true purple, deeply edged amaranth pink. Height, 5 feet. **Root \$1.50**

GLAMOUR GIRL F. D. (Hulin-Parrella)—A most pleasing blend of warm buff and salmon pink shading deeper at the center of flower. The blooms are from 8 to 10 inches and face perfectly. Free branching bush of nice light green foliage. Stems are perfectly stiff and long. This most delicate color appeals at once to the eye. **Root \$2.00 Plant \$1.00**

GOLDEN BEAUTY I. D. (Silvernale-Oakleigh)—Just naturally big. Blooms, 12 inches. Seven feet tall and with facing flowers of a lovely rich golden shade. **Root 75c**

GOLDEN GOBLIN F. D.—A huge golden ochre with broad thick flat petals that roll back toward the stem, giving it a great depth. **Root 50c**

GOLDEN STANDARD S. C. (Downs)—A very showy variety of large size. Color, a golden tan, blushed with tints of amber and bronze. The blooms are held facing on long stiff stems. Plant, 6 feet. **Root 50c**

GOLDEN LITE F. D. (Alling)—A lovely dahlia of red and yellow. This color combination is very striking to the eye. A wonderful grower, good producer. Height, 5 feet. **Roots 75c**

GRACE CURLING S. C.-I. D.—A charming dahlia of good size. Color, bright lilac with a trace of white at the base of petals. Height, 5 feet. **Root 50c**

GRETEL C. (Bauer)—Color, a soft fiery red. Fine for exhibiting and cut flower. Best described as a larger and darker Miss Belgium. **Root 50c**

HILLCREST MANDARIN I. F. (Scott)—Color, oriental scarlet, flushed and shading to a golden yellow. Height, 5 feet. **Root 50c**

H. I. PHILLIPS S. C. (Chappaqua)—Large blooms of buff-yellow with Begonia-Rose flushes on the petals and deep rose petaloids making an unusual flower. It can be grown to huge size. **Root \$3.50 Plant \$1.50**

H. R. S. I. D. (Seal)—Color, golden yellow throughout; no other shade or tint. Height, 5 feet. **Roots 35c**

HUNT'S VELVET WONDER I. D. (Hunt's-Burnett Bros.)—Color, bright violet burgundy. Blooms up to 15 inches. Stands erect on a fine stem. Height, 5 feet. **Roots 50c**



HULIN'S MELODY S. C. (Hulin-Parrella)—It is almost impossible to paint a satisfactory word picture of a new dahlia, but when it comes to describing HULIN'S MELODY it is still harder. Words fail to express the exquisite beauty this flower possesses with its intriguing blend of golden yellow and rose lavender. The wavy petals show a rose sheen on the reverse which blends most delightfully into a melody of colors.

Winner of several blues in the seedling class and a silver cup sweepstakes award at the Western Washington Fair. Well mentioned on the HONOR Roll.

Root \$3.50 Plant \$1.50

HULIN'S MELODY

INCANDESCENT I. D. (Weyer's-Parrella)—Color, rich rosy buff suffused yellow, light old rose. Center, rich old rose, paling to light buff on outside of petals. Blooms from 10 to 13 inches in diameter. Blooms in great profusion.

Roots \$1.00

IVORY PRINCESS S. C. (Hawkins-Ruschmohr)—A grand dahlia with a brand new color. A beautiful shade of ivory. Something that is very much needed in this color class. Blooms are very large and are held on stiff stems. This variety has received many awards in different shows. Height, 6 feet.

Roots \$4.00 Plant \$2.00

JANE COWL I. D.—Color, a glistening bronzy buff and gold, blending to a deeper shade at the center. Height, 6 feet.

Roots 25c

JANE DEW I. D.—A magnificent true clear pink dahlia with plenty of substance, and large exhibition blooms.

Root 75c

JEAN TRIMBEE S. C.—Color, a rich petunia violet and many blooms close to 12 inches. An unusual and outstanding variety. Height, 5½ feet.

Roots 75c

JEFFERSONIAN F. D. (Retzer)—An immense bloom of mauve pink. Winner of an Achievement Medal at Nellsville, Ohio Show. A fine plant and free bloomer. Height, 4 feet.

Root \$1.50

JERSEY BEAUTY F. D.—Large pure pink, on long erect stems and still in great demand as a florist flower. Good keeper. Height, 6 feet.

Roots 25c

JERSEY'S DAINTY (Incurred Cactus)—One of the best white cactus Dahlias to date, being a free bloomer and a good keeper.

Roots 35c

JERSEY'S WHITE BEAUTY F. D. (White)—This is a white commercial variety with a wonderful keeping quality and the best of stems. Color, pure white, free and prolific bloomer. Height, 5 feet.

Root 50c

JESSICA DRAGONETTE (Semi-Cactus)—Large blooms of buff apricot suffused peach and mauve. The huge flowers have perfect form with beautifully pointed petals.

Roots 75c

JOSEPHINE G. S. C. (Grosscross)—Color is very pleasing true rose pink of a bright shade, soft petals tipped yellow. Height, 4½ feet.

Roots 35c

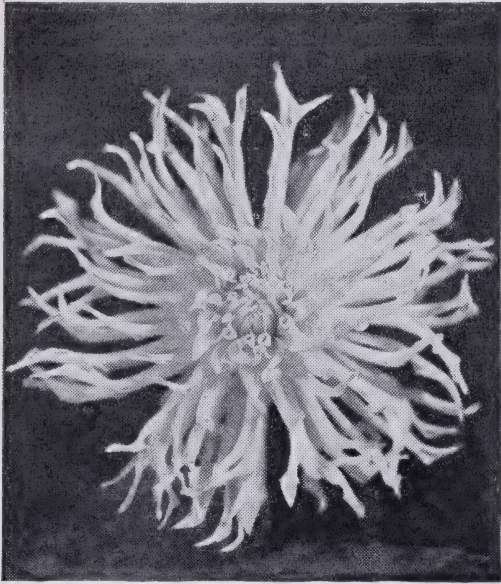
JOAN CRAIG I. D. (Chappaqua)—Deep ox-blood red, almost black at the center. The reverse is burgundy. Good stems.

Roots \$1.00

JUSSIANT I. C. (De Royter)—Color, lavender. A lovely dahlia in every respect. The plant is a very sturdy grower. The bush is always covered with blooms. You can always win with Jussiant. Height, 5 feet. **Roots \$1.00**

JUSTINIUS KERNER F. D.—Bi-color. Red tipped white which usually comes true to color. Blooms average from 7 to 9 inches and are held facing on best of stems. Height, 5 feet. **Roots \$2.50**

JOYCE LOUISE I. D.—A grand dahlia of immense size with best of stems. Color, orchid pink. **Root \$1.25**



KIMIKAGE

KIMIKAGE I. C. (Note-Parrella)

—In introducing this lovely dahlia, we are positive of offering something real different. Kimikage isn't a large dahlia, but one of the most beautiful in color and very different in formation. The petals of this dahlia twist in such a fine manner that frankly it is hard to describe. You must see this dahlia in bloom to appreciate its real beauty. Color, lemon yellow. Light green foliage, insect resisting. Height of plant, 4½ feet.

Plant \$1.00

KATIE K. I. D. (Lakeside Gardens)—A clear pink, of large size on long stems. I think it is the greatest exhibition in pink. **Roots \$1.00**

KATHLEEN NORRIS I. D.—Color, a true rose pink, deepening to a mellow pink. A flower of gigantic proportions. The blooms are held facing on cane-like stems. Height, 4 feet. **Roots 50c**

1943 perhaps was one of the worse growing seasons we had experienced in 25 years due to drought and insects and for a while we were quite discouraged, but the good old reliable "Dahlia" did not fail us after all, as we were very fortunate in receiving a Gold and Silver Medals and many firsts and special prizes at the A.D.S. Show in New York on September 23, 1943, also a Gold Medal and Cultural Certificate at the New York Florist Club on October 11, 1943, and the Bronze Medal at the Horticultural Society of New York on October 6, 1943.

KENTUCKY SPORTSMAN I. D. (White)—An unusual color combination of three distinct colors. Lemon yellow at the center, outer petals are golden amber tipped white, and with an old rose reverse. Fairly large flowers of good exhibition qualities. **Root \$1.00**

KENTUCKY SUN F. D. (White)—Bright golden yellow. Flowers carried well up out of the foliage, on the best of stems. A clean and vigorous grower. **Roots 35c**

KOKI S. C.—Color, spectrum red and soft buff. This is a lovely dahlia in every respect. Good size and form. Height, 3½ feet. **Roots \$1.00**

KILGORE'S KING I. D. (Kilgore)—Color, flesh at the center with outer petals gold. This is a strong rugged growing variety and the large blooms are erect on cane-like stems. Height, 6 feet. **Root 50c**

KING PETER F. D.—This is one of the most beautiful and delicately blended colored dahlias. White tipped lavender. Blooms average from 7 to 8 inches and are held on cane-like stem, flowers facing. Height, 5 feet. **Root \$1.25**

LINK'S WHITE MAJESTY (Link's Premier)—A huge Informal Decorative that may come Formal in some soils. A grand white dahlia that is clean and clear throughout with no trace of green. Height, 4 feet. **Roots \$2.50 Plant \$1.00**



TEN BRIEF SUGGESTIONS TO THE AMATEUR ON HOW TO GROW BETTER DAHLIAS

1. Select easily grown varieties and those giving full satisfaction.
2. Prepare the selected planting spot well and place the supporting stake.
3. Dig a hole next to the stake, about 10 inches in diameter and 7 to 8 inches deep, and place one handful of bonemeal in the hole, or any other recommended fertilizer and mix thoroughly with the soil before planting.
4. Place roots in flat position with the sprout or "eye" facing upwards. Cover lightly with about 2 inches of soil. In doing this be careful not to damage the sprout. As the plant grows, fill around the stem with soil.
5. Do not plant too early. At times, too early planting spoils good roots. I would suggest planting from June 1st on, except in climates where a short growing season is prevalent. In that case use your own judgment.
6. Keep the soil well cultivated throughout the season, and prevent weeds from outgrowing the plant.
7. Water plants during hot weather at least once a week. Do not merely sprinkle them, but soak them. This must be done after sundown.
8. Tie the plant to the supportive stake with soft cord, at distance of 12 inches apart. This is done as an added security against destruction by wind and storm. Spray with any reliable parasiticide at least once every two weeks.
9. About August 1st, scatter a handful of bonemeal about 6 inches around the stem and rake it gently into the soil. Other fertilizers may be used if desired. Do not use excessive amounts of fertilizer as injury to the roots will result.
10. About August 15th, the same treatment as above is applied. Disbudding at this time aids in the formation of bigger and better flowers and longer stems. This should insure good results. If any other information is desirable, I will gladly forward you the same.

We would appreciate very much if you print or write your name and address PLAINLY, in order to avoid confusion.

My tubers are not forced, but grown in heavy soil.



LYNN FONTANNE

LYNN FONTANNE S. C. to I. D.

(Lee-Parrella) — Exhibition. 5 feet tall. Blooms 13½ inches by 9½ inches. Spectrum red shades of carmine toward tips, with chrome yellow petaloids. The petaloids give a relief to the vivid red and soften the general tone color. Flowers facing on best of stems, the bush is an open grower with insect resisting foliage. A free and profuse bloomer. Has an exceptional long lasting quality after it is cut. One bloom measuring 13 inches by 9 inches which we had on display at "Gardens on Parade" lasted exactly ten days.

Roots \$3.50 Plants \$1.50

LAETARE S. C.—A bi-color dahlia which is unusually beautiful. Color, red and yellow. The lovely blooms are erect on cane-like stems. Height of plant, 4 feet. **Root 50c**

LOUISE BATES S. C. (Cordes-Eastman)—A very spectacular dahlia of immense size. Blooms averaging well over 12 inches across. The color is a beautiful mellow pink, with a phlox purple center. Height, 5 feet. **Roots \$1.00**

LOIS WALCHER F. D. (Walcher)—Color, dark purple with white tips. A lovely bi-color, winner of many Achievement Medals. Height of plant, 4 feet. **Root \$1.25**

LOWELL THOMAS (Greubels Gardens)—A giant informal decorative, rare, distinctive color, misty rose pink, suggesting lavender, slightly twisted petals. Flowers facing on excellent stems. Bush, 5½ feet. **Root \$2.50 Plant \$1.00**

"SUPER DAHLIA SEED"

Have you been looking for an outstanding dahlia, that you would like to name after yourself, or some beloved friend? If you have, then I have the seed from which these beauties can be raised, as can be attested to by the many visitors to my gardens the past season.

My seed is hand picked and selected from over 300 varieties of Honor Roll dahlias, in my gardens, and it is for this reason, and this reason only, that I can give the following **GUARANTEE**, that more than 50% of these will show full, double and tight centers, and that among these you will get some that are as good, if not better than any outstanding variety you have in your garden, no matter what they are.

50 Seeds \$3.00 Net

100 Seeds \$5.00 Net

(Trial packet \$1.00)

- MARGIE PARRELLA F. D.** (Maxwell-Parrella)—In introducing this dahlia we are positive of offering one of the best white cut flower varieties on the market. Blooms will open in full in the hottest days of July and August without being bruised or burnt. This variety not only is a prolific bloomer, but also produces twice as many blooms as any other commercial dahlia on the market. Size of bloom without disbudding, 7 inches or more. Height of plant, 5 to 6 feet. **Root \$1.50**
- MAFFIE S. C.**—A great Prize Winner wherever it has been shown. This particular variety has been grown up to 14 inches in diameter. Flowers are held on best of stems. The plant has a good growing habit, foliage are insect proof. Color, intense carmine red. Height, 4 feet. **Roots \$2.00**
- MAGIC PRINCE** (Hulin-Parrella)—Tall growing cactus of a lovely formation and color, being a large full centered bloom of lilac mauve. The bush is luxuriant with all good habits, clean stems at least ten inches from first set of leaves. **Roots \$2.50 Plant \$1.00**
- MAN O' WAR I. D.**—A dark velvety red dahlia of large size and fine form. Good stem and fine foliage. Height, 6 feet. **Root 75c**
- MAX SCHLING I. D.**—A most outstanding color, heavy sheened velvety maroon lined with a black dense line, throwing highlights to either side of the under petals. **Roots \$1.00**
- MARY TAYLOR I. C.** (Taylor)—Grenadine pink with lemon yellow center. **Root \$1.00**
- MAY ROBSON S. C.** (Chappaqua)—Here is a dahlia of real charm. A beautifully formed flower of clear bright pink, brighter in tone than Kathleen Norris. Height, 5 feet. **Roots \$1.00**
- MASON'S PURPLE BEAUTY F. D.** (Mason)—Color, purple, reverse whitish or silvery streaked. A prolific bloomer. Height, 5½ feet. **Roots \$1.00**
- M. Co1 F. D.**—A medium size dahlia. A beautiful tri-color flower. Yellow at the center shading to orange with silvery white tips. A fine grower and producer. Size of blooms, 5 to 6 inches in diameter. The blooms are erect on cane-like stems, facing sideways. Height, 4 feet. **Roots 75c**
- MICHIGAN WHITE S. C.** (Keiser-Lakeside)—The most prolific blooming cut flower, white, to date. Flowers run from 5 to 8 inches normally. As many as 18 to 25 opening at one time on bush. **Roots \$1.00**
- MILTON J. CROSS I. D.**—Color, clear light lemon yellow at the center, shaded rose and coral on outer petals. Huge blooms on cane-like stems. Height, 5 feet. **Root \$1.00**
- MISS KENTUCKY F. D.**—Size 7 x 4 inches. For those that admire the pastel shades this is fine. White delicately overlaid opalescent pink. Free and early bloomer with 100% stem and bush growth. **Roots \$3.50 Plant \$1.25**
- MISS LONG ISLAND I. D.** (Jeffords-Parrella)—A tall grower with splendid habits and a very attractive plant. The color is bright watermelon pink. Some of the petals show tips of silver. Height, 6 feet. **Roots \$1.25**
- MISS OAKLAND F. D.** (Oakleigh-Lakeside)—A pure white dahlia of good size and exceptionally fine formed. A free and prolific bloomer, with fine stem. Height, 5 feet. **Roots 50c**
- MOLLY B. I. D.** (Briggs-Ruschmohr)—Color, large tyrian pink with flush of amaranth pink. Average size, 12 by 6 inches. Winner of the American Home Achievement Medal at the A. D. S. Show. **Roots \$4.00 Plant \$1.50**
- MONARCH OF THE EAST I. D.** (Almy)—A giant flower of mustard yellow with an apricot suffusion, with good stem and a fine foliage. **Root 75c**

- MOON-GLO** F. D. (Parrella-Hulin)—Color, lemon yellow. High center which gives it a distinct glow. Height, 4½ feet. **Roots \$1.00**
- MRS. C. E. WILDON** F. D. (Dixie)—Color, scarlet red, orange reverse, 6 x 10 inches, heavy, leathery, foliage, and prolific. Good stems, bush 4 feet. **Roots \$1.00**
- MRS. GEORGE LE BOUTILLIER** I. D. (Smith-Ruschmohr)—Color, deep crimson. The blooms are exceptionally large. Height, 4½ feet. **Roots 50c**
- MRS. JAMES ROOSEVELT** S. C. to I. D. (Parrella-Hulin)—An even grenadine red with streaked yellow reverse, which gives a predominant orange-red effect with yellow tints and lightings. Immense size blooms, 11 inches or more, with great depth. Something different. Height, 5 feet. **Plants only \$1.50**
- MRS. J. K. ALEXANDER**—Clear butter-cup yellow. A 12 inch flower, free flowering, long stems. Height, 4 feet. **Roots 75c**
- MRS. W. F. LORD** F. D. (Pike-Parrella)—A bright gold with tints of peach pink on reverse. Gold deepens to a golden orange to the center of the flower. Height, 4½ feet. **Roots \$1.00**
- MRS. W. KEENE** (Knight-Garfield)—A massive informal from Australia that can be grown from 10 to 12 inches with a depth of 8 inches. Color, light yellow. Neat formation. Stems are long and straight. Height, 5 feet. **Roots \$2.00**
- MRS. WILLIAM S. KNUDSEN** I. D. (Dixie Gardens)—Color, pure white, 6 to 7 feet. Heavy insect resisting foliage. Bloom 10 x 12 x 7 inches. **Roots 75c**
- MYRA HOWARD** I. D.—Saffron yellow and gold with tints of salmon. The entire effect being ochreous orange. A wonderful plant, producing giant blooms freely on long rigid stems. Height, 6 feet. **Roots 50c**
- OAKLEIGH MONARCH** F. D. (Oakleigh Gardens)—It is bright cerise red color—quite unlike any other introduction of recent years, and the keeping qualities, for such a large Dahlia, are remarkable. Height, 5 feet. **Roots 50c**
- ORIENTAL GLORY** I. F. (Swartz)—Color is cadmium orange, overlaid with scarlet; center and reverse heavily shaded scarlet. Height, 5 feet. **Roots 50c**
- PALO ALTO** S. C.—A real giant, clear, bright salmon, shading towards gold at the center. Stems tall and straight. **Roots 50c**
- PEARL HARBOR** I. D. (Dixie Dahlia Gardens)—An 8" to 10" flower that rolls back to the stem. A rosy lavender flecked and splashed dark purple which appears blood red. Named in memory of tragedy at Pearl Harbor, America's rosy spot, which was spattered with blood on December 7th. A seedling of Mrs. Wm. S. Knudsen, crossed with Audrey Schmidt. An early bloomer and a good grower. (Storrs report a 6' bush, where it received a certificate in 1941.) On Eastern, Mid-West and Western Honor Rolls. **Root \$7.50 Plant \$3.50**
- PREMIER'S MAJESTIC** I. D. (Premier)—Color, salmon, gold and mulberry. A real fine dahlia on cane-like stem. Height, 5 feet. **Root \$1.00**
- PREMIER'S WINSOME** I. D. (Premier)—Color, white suffused with mallow pink. A very massive bloomer which can be grown to an immense size. Height, 5 feet. **Root \$1.25**
- RED LEGION** I. D. (Brazil Dahlia Farm-Parrella)—Color, bright red with broad twisted petals. Early and profuse bloomer. Blooms are erect on cane-like stems. Average size, 8 to 9 inches. Plant is a robust grower with heavy insect resisting foliage. Height, 5 feet. **Root \$3.00 Plant \$1.50**
- RED SUNSET** I. D.—Very bright, vivid, Chinese scarlet; long stems and healthy grower. Beautiful foliage. Height, 5 feet. **Root \$1.00**
- RENATE MULLER** Incurved Cactus (European)—One of the finest to date; large flowers on the best of stems. Color, bright rose with pale yellow center. Height, 4 feet. **Roots 50c**

- RETA BALLIN I. D.** (Foreign-Parrella)—An exceptionally fine dahlia of good size and depth. Blooms average 10 inches in diameter, and 7 inches in depth without forcing. Color, lemon yellow, almost an empire yellow. Petals slightly curled at the tips. A fine exhibition bloom with a closed tight center until the end of the season. Height, 4½ feet. **Root \$2.00 Plant \$1.00**
- RITA BETTY** (Australia)—Bronze, very large. **Root \$1.00**
- RITA WELLS I. D.** (Straight-Wells-Ruschmohr)—Large grenadine pink and buff. **Root \$1.50**
- RHYTHM** (Dozier-Dahliadel)—This 8" Incurved Cactus is an exquisite beauty with its double serrated tip. The cameo or shrimp pink color with suffusions of soft rose with lemon shadings at the base of the petals and center of the flower make it most unusual. Certified at Storrs, W. Va., E. Lansing and on the Honor Rolls. Be sure to grow this new pink creation. **Root \$7.50 Plant \$3.50**
- ROBERT L. RIPLEY I. D.** (Salem)—Rhodamine purple with rose suffusions throughout the entire bloom. This dahlia is of immense size on a strong stem. **Roots \$1.50**
- ROSE FALLON F. D.**—A huge bloom of orange amber. Good grower and fine producer. **Root 25c**
- RUDOLF'S GIANT Inf. D.**—Bright buff-apricot. This dahlia is signified by its name. While the bush is not a tall grower, it produces excellent foliage and good stiff stems. **Roots \$1.50**
- RUTH DENNING** (Cox-Parrella)—Formal Bi-Color. White tipped with rich rosy crimson about one-fifth to one-quarter of the petal. A bright lively flower, the older petals take on an entire pale rose flush. Blooms average 8 inches to 9 inches and very attractive. Height, 4 feet. **Roots \$1.50**
- SONIA S. C.** (Chappaqua)—Amaranth pink flushed with rhodamine purple. Size, 8 by 6. Very distinctive coloring and petal formation. Foliage is dark and resistant. Blooms early and continues profusely throughout the season. Prolific root maker. Selected by Lynn Dudley for the Honor Roll. If you want plenty of flowers, don't miss growing Sonia. **Root \$2.50 Plant \$1.25**
- SANTA CLAUS I. D.** (Dixie Dahlia Gardens)—Flag red, tipped white. Blooms, 7" x 5". Very aristocratic in formation. A seedling of Michigan White, which accounts for its being a free bloomer. A Medal Winner at A. D. S. Show in Commercial undissiminated class. Also won same classes at New Baltimore, Mich., and Toledo, Ohio. On Eastern and Western Honor Rolls. **Root \$4.00 Plant \$1.75**
- SUN-TAN S. C.** (Chappaqua)—Bright salmon orange with a bronze sheen. Blooms 11" by 6" deep with high centers, narrow petals and fine form are easily produced. Dark glossy foliage. Long straight stems on a vigorous 5' bush. On Lynn Dudley's Honor Roll. Stock is limited, so if you want something extra fine order early. **Root \$5.00 Plant \$2.00**
- SAGAMORE GOLD F. D.**—Golden yellow. Good cut flower. **Root 35c**
- SAN FRANCISCO I. D.** (Ballay)—Color, shrimp pink. The blooms are very large, held on best of stems. Height, 4½ feet. **Roots \$1.50**
- SATAN S. C.**—Here is one that should be in every garden. Color, a flaming red with a slight touch of gold at the center. Height, 6 feet. **Roots 50c**
- SHAHRAZAD I. D.**—Described by the originators as a deep pink Jane Cowl, and early and very prolific bloomer. Height, 5 feet. **Roots 50c**
- SONNY BOY I. D.** (Nunneville)—This giant dahlia is of old rose, slightly striped and tinged old gold, and attains great size in the open field. Height, 4 feet. **Roots 50c**
- SON OF SATAN Inf. D.** (Slocum)—One of the largest and brightest of its type. Intense flame red on excellent stems. Blooms up to 12 inches in diameter. A sensation in any garden. **Root \$1.00**

No business transaction is complete without both parties becoming satisfied.

- STAR OF BETHLEHEM** S. C.—Flowers are pure white with fine pointed petals, with a large, high tight center. Height, 4½ feet. **Roots 50c**
- SULTAN OF HILLCREST** F. D. (Scott)—A large flower of unique form. Color, lemon yellow, with reverse of rosy pink. Height, 4½ feet. **Roots 50c**
- SUN RAY** I. D. (Straight-Ruschmohr)—Color, clear buff with apricot suffusion, with a rather distinct peach red on reverse of petals. The large blooms are erect on the best of stems. Height, 4½ feet. **Root \$1.00**
- TOP FLIGHT** S. C. (Dozier)—A fairly large bloom of very “neat and trim” appearance. The color is bright blood red, which does not fade even in the hottest weather. Stems are long, holding the flower facing. **Plant \$1.50**
- TOWN TOPIC** F. D. (Hulin-Parrella)—Magenta Purple Tipped White. The blooms will average nine inches grown normally, with ten to fifteen inches of clear stem above the first set of leaves. **Root \$1.25**
- THE FIREMAN** I. D. (Success)—A striking cardinal red, with golden flushes and golden tips. The petals are long and wavy, and twist gracefully near the tips. The flowers are large and are held facing sideways on long, stiff, stems. Height, about 6 feet. **Roots 50c**
- THELMA CAIN** I. D. (Cain-Parrella)—Color, light coral red all outer petals, but shades of jasper pink at center and on backs of petals. The giant blooms are facing on fine stems. Good plant, best of foliage and exceptionally fine grower. Height, 6 feet. **Roots \$1.50**
- TOWER'S EMPIRE** I. D. (Tower-Parrella)—Immense blossoms of a clear gold with a deep amber shading at the center, on the best of stems. Blossoms can be grown to a very large diameter. **Roots 50c**
- VIN WELL BLUEBIRD** (Blamer-Parrella)—Formal Decorative—10 x 5 inches—5 foot bush. A large blue purple which can be grown very large for exhibition. Never tips. **Roots 50c**



VIN WELL DAINTY

VIN WELL DAINTY Str. Cactus (Blamer-Parrella) — Color, Begonia rose blended to geranium pink; base of petals, lemon yellow lined, chrome yellow on face. Average size, 5 inches without forcing. Good branching habit, clean grower, good plant, fine stem and prolific bloomer. **VIN WELL DAINTY** is a truly beautiful dahlia and much needed in its color class. Many dahlia lovers have admired this flower at our Gardens this past season. Your garden should not be without it. Height about 5 feet.

Root \$3.50 Plant \$1.50

ORDER BLANK

PARRELLA DAHLIA GARDENS

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MEMORANDUM

MAY 1, 1940

TO: MR. ALGER

FROM: MR. TOLSON

SUBJECT: THE FIREMAN

RE: [illegible]

[illegible]

PAID TO ALGER

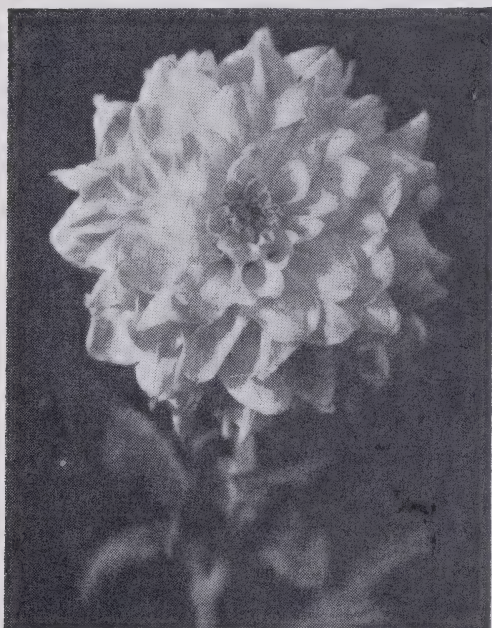
VICTORY F. D. (Aster)—Here is a large dahlia with good depth that is very formidable in the formal pink class, as well as being a very pleasing variety in the garden. The color is rose-pink with a golden suffusion.

Root \$1.00

VIN WELL BITTERSWEET I. D. (Blamer-Parrella-Hulin)—Coppery red laid over amber. A dahlia with an entirely new color and a perfect formation with huge blooms and great depth on the best of stems. A free and prolific bloomer. Height, 5 feet.

Roots \$2.00

VIN WELL CRINKLES I. D. (Blamer-Parrella)—Color, orchid shading to shrimp pink toward the tip. Petals crinkle. Size of bloom, 8½ inches by 5 inches or better. Long graceful stem holds the flower facing. Blooms are beautiful and very attractive. Height, 5 feet. **Root \$2.50 Plant \$1.00**



VIN WELL PARAGON F. D. to I. D. (Blamer - Parrella) — A gorgeous dahlia of dainty cameo-like beauty. An early and all season bloomer, averages from 8 to 9 inches in diameter or larger. As the flower opens, the petals fall back to the stem forming to an almost immense size ball. Color, light rose pink toward the tips with amber yellow at the base of the petals. Reverse deep Eusline pink. Blooms facing on a fine long slender stem. The plant has fine branching habits, and the foliage is insect resisting. Vin Well Paragon received an "Award of Honor" at the Georgia Trial Ground, 1941.

Roots \$3.50 Plants \$1.50

VIN WELL PARAGON

VIN WELL TITIAN I. D. (Blamer-Parrella)—Lemon yellow, lightly tinted coral red, reverse more heavily tinted. Flowering habit, very good. Height, 5 feet.

Roots 35c

VIRGINIA RUTE I. D. (Chappaqua)—An exceptionally large flower on extra long stems. Blooms of deep rich velvety maroon with broad pointed petals, having tight centers, good form and substance. Height, 6 feet. **Roots \$1.25**

WANDA MEADE—Description on back cover.

WENOKA F. D. (Hulin-Parrella)—A huge decorative of a solid rosy mauve or deep magenta.

Roots 75c

WHITE WONDER I. D.—A pure white dahlia. The giant blooms are well formed with long pointed, twisted and curled petals. Height, 5 feet.

Roots 35c

YELLOW GLORY S. C. (Frey-Dahliadel)—Clear sulphur yellow. A fine dahlia of good size.

Roots \$1.50

YOUR LUCKY STAR S. C.—Pink and White.

Root \$1.00

YOUTH I. D. (Parrella-Hulin)—A gorgeous bi-color of medium size. Color, American beauty, shading to magenta toward the center, tipped white. Unusual formation and resembles a water lily.

Root \$1.00

YOWA MATSUOKA S. C.—Rose Red.

Root \$1.00

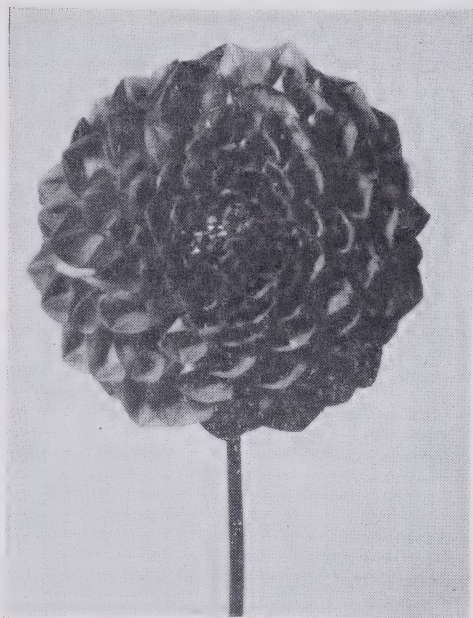
Once a customer, means you will always be a customer.

SPECIAL COLLECTION OFFER

- No. 1—(Beginners Collection), 12 Roots, all large type.
(reg. value \$5.00).....\$ 2.00
- No. 2—6 Roots, all large type (reg. value \$5.00).....\$ 2.00
- No. 3—15 Roots, all large type. This collection includes some of
the better varieties (catalogue value \$10.00).....\$ 5.00
- No. 4—EXTRA SPECIAL: 12 Roots, all large type and up-to-date
ones including some of the recent introductions. You can
rely on our promise. (Catalogue value \$20.00 or more).....\$10.00
- No. 5 —10 Show or Ball Dahlia Roots. (Reg. value \$5.00).....\$ 3.00
- No. 6—6 Poms Pons or Miniature Dahlia Roots, whatever you prefer.
(Reg. value \$3.00).....\$ 1.75

The above collections are our own selections, all named and labeled; no two alike; the best only.

BALL DAHLIAS - ROOTS ONLY



MARSHALL KERNOCHAN (Fioretti-Parrella)—Ball dahlia. In introducing this fine dahlia we are herewith giving the exact description received at the Ohio Valley Trial Ground, with a score of 85. Color, carmine. Flowering habit, prolific. Date of first bloom, August 20th. Cutting length of stem, 24" x 30". Strong, erect, good proportion. Flowers facing up to half facing. Habit of growth, tall, erect and branching. Health very good. Height, 5 ft. Blooms, 3½" x 3". Substance, good. Remarks—best red ball to date. A Prize Winner where it was shown. Also won First Prize at the New York World's Fair in 1940. First Prize at the Peekskill Show in 1941, First and Special at the A. D. S. Show in New York, 1941. An Honor Roll Dahlia.

Roots \$2.00 Plants \$1.00

MARSHALL KERNOCHAN

- A. D. LIVONI—Soft pink. Root 35c
- CAROLYN BALL — Clear pink.
Root 50c
- KENTUCKY SNOWBALL — Pure
white. Roots 50c
- LEAH PEARL — Pink and Cream.
Root \$1.00
- MARY HELEN — Yellow. Roots 50c
- MAUD ADAM — Clear shell pink.
Root 35c

- MISS HELEN HOLLIS — Red.
Roots 75c
- MRS. C. D. ANDERSON — Rich
purple crimson. Root 35c
- PEACHERINO — Coral Pink.
Root 50c
- SUPT. AMHYRN — Clear rose
pink. Root 75c
- JAMES VICK — Purple crimson.
Root 35c

IN THE SMALL VARIETIES WE ARE OFFERING THE
FOLLOWING WHICH ARE VERY GOOD

MINIATURE DAHLIAS

- BABY ROYAL S. C.**—Salmon pink. Roots 25c
- BETSY T. (Tooker)**—A sensational Miniature Cactus of 3 to 3½ inches in diameter which has carried away many awards in different shows. Color, lavender pink. Root \$1.50
- BISHOP OF LLANDORF (Duplex)**—Red, plant very unusual, foliage almost black. Root 35c
- BO BEEP**—Miniature ball of three inches deep. The color is purple and formation is lovely on the best of stems. Root 50c
- COLLEEN F. D. (Blamer-Parrella)**—Color, pure white, delicately striped lavender. Profuse bloomer. Roots 50c
- COURONNE F. F.**—White. Root 35c
- FAIRY M. F. D.**—Violet rose. Root 50c
- FONDA M. F. D. (Hulin-Parrella)**—Beautiful tones as it is gold at center, orchid and old rose near the tips, back shading to raspberry. Flowers from 2 to 2½ inches, facing on best of stems. Root \$1.00
- GENEVIEVE G.**—True Pink White Center. Root \$2.00
- LITTLE COLONEL Min. S. C. (Galloway-Parrella)**—Size 3" to 3½", bush 36". Color, soft pink with primrose center. Root 75c
- LITTLE PAL Min. F. D.**—2½" x 1½"—Bush, 2½ feet. Color, yellow base, heavily overlaid rose, tipped deeper rose. Prolific bloomer on excellent stems. Root 75c
- LITTLE SLAM (Hulin-Parrella)**—Miniature cactus of very appealing color and shape. Medium low bush covered all season with small flowers of a lively violet rose. Root 75c
- MRS. CORTIS RAY F. D. (Ray-Parrella)**—A grand Miniature in every respect. Size of blooms, 2½" in diameter by 1½" in depth. A free and prolific bloomer with long cane-like stems. Good plant and insect resisting foliage. Base color, Rose Doree blended with geranium pink and lined with apricot yellow. This little darling should have a place in every garden. Height of plant, 3½ feet. Root \$2.50
- SPOTLESS Min. Ball (Hulin-Parrella)**—A pure white Miniature of three inches on long stiff stems. Root \$1.00
- SNOWSPRITE M. S. C.**—Pure white. Roots 50c
- SYLVIA F. D.**—Scarlet red—one tone. Very good. Roots 50c
- WINE DROP M. D.**—(Kanouse)—A lovely little wine colored flower of about 2 inches on wonderful stems. Roots 35c

There is a great difference between the dahlia our father used to know and the modern dahlias.

EXHIBITION POMPON DAHLIAS - ROOTS ONLY

AMBER GLOW—Coral and gold.	Roots 50c
BETTY ANN—Exhibition. Soft clear pink.	Roots 50c
CECIL—Red.	50c
CLOVER—Color, cream white tinted pink. One of the smallest and perfectly formed poms. A Prize Winner wherever shown. Also a Certificate Winner at Storrs.	Roots \$1.00
GERDA C.—Creamy yellow.	50c
HELEN ANITA—Lavender white center.	35c
IROQUOIS FLAME—Red.	50c
JOE FETTE—Pure white.	Roots 35c
LITTLE NELL (Pom) (Galloway-Parrella)—A lovely pom with pink orchid shadings. Size of bloom a little over an inch. A perfect pom.	Roots 75c
PURPLE GEM C.—Rich royal purple.	75c
YELLOW GEM—Yellow.	Roots 25c
ZOE—Yellow with lavender.	Roots 50c

SINGLE DAHLIAS - ROOTS ONLY

FUJI SAN — Gold, with red color at base	.50	TANGO CENTURY — Orange and Gold	.50
PURITY — White	\$.35	YELLOW DOGWOOD — Yellow	.50
CHEERFUL (Parrella)—Red tipped white, very attractive color combination. Good stem and insect resisting foliage. Height, 4 to 5 feet.	Roots \$1.00		
TWINKLE—Orchid flower. Bi-color, rose and white.	35c		
DELIGHT—Tyrian Rose.	75c		
KITTY—Bright Pink.	75c		
NEWPORT WONDER—Soft Pink.	35c		
VIRGINIA ZOUREK (Collarette)—Carmine with Ox-Blood Red Sheen, inside Picric Yellow with Carmine Streaks.	Root \$2.50 Plant \$1.00		

ACCESSORIES, ETC.

Wired dahlia labels painted on one side, 50c per hundred, \$1.25 per thousand. These are the kind we use for ourselves, and are very satisfactory.

Special Pencil: "Waterproof" will resist any kind of weather. 15c each, 2 for 25c.

WHY DO WE ALL COMPLAIN?

Why are we all so complaining
 When the rain drops begin to fall?
 You know it's the rain and sunshine
 That bring flowers and make trees tall.
 Why are we all so complaining
 When there is dirt all over the house?
 You know we could not live without it
 For we could not feed even a mouse.
 Why are we all so complaining
 Because the children are noisy and wild?
 What would the world do without children?
 What is home without a bright happy child?
 Why are we all so complaining,
 Finding fault with things not worth while?
 You will be happy and so will all others,
 If you change your frown to a smile.

By CHARLES ROWLAND.

The more you do for the dahlia in the growing season, the more the dahlia
will do for you in the blooming season.

JUST A FEW OF OUR MANY TESTIMONIALS

Ballston Spa, N. Y.
May 1, 1943.

Dear Sir:

Last season I sent you a check and asked you to send me Dahlia tubers to that amount, and I was so pleased with the splendid amount you sent me; I am doing the same this year, and it is rather a surprise also in receiving something you don't know about.

F. A. B.

South Glens Falls, N. Y.
June 1, 1943.

Gentlemen:

Please send a copy of your 1943 Dahlia list if you have not published your regular catalog this year. I have always been more interested in your listings and had good results with your stock.

C. R. T.

New York City, N. Y.
April 26, 1943.

Dear Mr. Parrella:

My sister in Houston, Texas, has just written advising me of the receipt by her of the shipment of dahlia roots which you forwarded her on April 15th.

She was immensely pleased with the quality of the stock received and I want to personally thank you for the excellent selection and fine treatment accorded me.

A. C. H.

Chicago Ridge, Ill.

Mr. Albert Parrella:

I wish first of all to thank you for your generosity in filling my order. I was both surprised and immensely pleased that in this modern world I could find a person who is concerned in satisfying his customers rather than seeing what they could get out of them.

M. M.

Amarillo, Texas.

Dear Sir:

My Edith Wilkie has made good growth, but bloomed only twice, but we have had an extremely hot summer. The Vin Well Crinkle you sent free was beautiful. It has bloomed freely and still is in full bloom. We are well pleased with both.

R. K. D.

Washington, D. C.
July 9, 1943.

Gentlemen:

Your dahlias reached me in fine condition; in fact, I have never had an order handled so quickly, or bulbs and roots delivered in such fine condition.

All dahlias were planted immediately and although it is only a week all are up with unusually strong plants.

F. E. E.

Elmira, N. Y.

Dear Sir:

This is to advise you that the six dahlias I bought from you this spring were perfect where blooms were concerned regardless of the worst season I ever knew.

M. K.

Richmond Hill, L. I., N. Y.

Dear Mr. Parrella:

Received Dahlia roots in very good condition and I thank you very much for sending such good roots, also for the extra root.

J. A. K.

Kingston, N. Y.
May 26, 1943

Mr. A. Parrella:

Thank you for the nice plants you sent. They were so nice and fresh when they arrived. I hope I have luck with them. Will try and come down this fall to see the flowers. Best regards.

M. L.

Fremont, Wis.
May 24, 1943.

Dear Sir:

The tubers arrived promptly and in fine condition. Your tubers are always of an excellent quality. Thank you for your generosity in sending the extra ones.

H. B. A.



When two beauties meet, the result, a marvelous combination! The above tells the story. The charming young lady is WANDA MEADE holding the beautiful blooms of the dahlia named in her honor.

WANDA MEADE I. D. (Parrella—Blamer-Hulin)—This medium size dahlia which received First and Special at the A. D. S. Show in New York, 1942, and also received a Bronze Medal from the New York Florists' Club on September 14th, 1942, is one of the most outstanding and showy dahlias we have had the pleasure of introducing. Color, scarlet red, evenly tipped white. Blooms average from 5 to 7 inches in diameter with plenty of depth. The blooms are set on fine, long, wiry stems, flowers facing. Foliage light green, insect resisting. Height of plant, 4½ feet. Root \$5.00 Plant \$2.00

THE DAHLIA WITH THE DESERVING PRIZE WINNING QUALITIES.

WANDA MEADE

